REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 2-10 and 25-33 are pending. Claims 2, 9 and 25 are independent. Claims 2, 8 and 32 are hereby amended. Claims 1, 24 and 34-38 are hereby canceled without prejudice or disclaimer of any subject matter. No new matter is added by these amendments. It is submitted that these claims, as originally presented, were in full compliance with the requirements of 35 U.S.C. §112. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

II. REJECTIONS UNDER 35 U.S.C. §102(e)

Claims 1-5, 7, 9, 25, 26 and 29 were rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Pub. No.: 2003/0112792 A1 to Cranor, et al. (hereinafter, merely "Cranor").

III. REJECTIONS UNDER 35 U.S.C. §103(a)

Claims 6 and 8 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Cranor in view of U.S. Pub. No.: 2003/0014630 A1 to Spencer, et al. (hereinafter, merely "Spencer").

Claim 10 was rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Cranor in view of *Content Adaptation Framework: Bringing the Internet to Information Appliances* by Mohan, et al. (hereinafter, merely "Mohan").

Claims 27 and 28 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Cranor in view Spencer and further in view of Mohan.

Claims 30-32 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Cranor in view of U.S. Pub. No.: 2002/0032777 A1 to Kawata, et al. (hereinafter, merely "Kawata").

IV. RESPONSE TO REJECTIONS

Claim 2 recites, *inter alia*:

"A system for publishing transcoded media content, comprising:...

> a media provider farm that receives said media provider request from said publishing service request processor and delivers transcoded media content to fulfill said media provider request;
>
> wherein said media provider farm comprises:
>
> **at least one transcoding server**;
>
> a media provider request processor that receives said media provider request and, when indicated by said media provider request, **initiates a transcoding task at one of said at least one transcoding server**;" (emphasis added)

As understood by Applicants, Cranor relates to mechanisms for content-aware redirection and content exchange/content discovery that permit a request for content to be redirected to a particular advantageous server that can serve the content.

Applicants submit that Cranor, Spencer, Mohan and Kawata, taken either alone or in combination, do not teach or suggest the above-identified features of claim 1. Specifically, Applicants submit that there is no teaching or suggestion of a transcoding server and a media provider request processor that receives said media provider request and, when indicated by said media provider request, initiates a transcoding task at one of said at least one transcoding server, as recited in independent claim 2.

Cranor discloses in paragraph [0013] that a media client 280 consults a local domain name system (DNS) server 211 with a URL for the particular content it seeks. The DNS server 211, at step 202, resolves the URL to a redirect server 220. The redirect server 220 queries a mapping service 230 responsible for determining where content is located in the system. At step 204, the redirect server 220 redirects the client to an advantageous edge (or origin) server.

Therefore, Applicants submit that independent claim 2 is patentable.

For reasons similar to or somewhat similar to those described above with regard to independent claim 2, independent claims 9 and 25 are also believed to be patentable.

Therefore, Applicants submit that independent claims 2, 9 and 25 are patentable.

V. DEPENDENT CLAIMS

The other claims are dependent from one of the independent claims discussed above, and are therefore believed patentable for at least the same reasons. Since each dependent

claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosures in the cited references, it is respectfully requested that the Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

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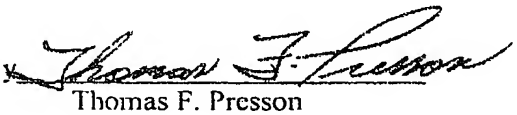
By 
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